SECTION – C

3. *Answer any THREE :* *(3 × 10 = 30)*

(i) Explain about the components of fashion.

(ii) Explain in detail about the factors affecting fashion movement.

(iii) Elaborate on the scope of fashion business.

(iv) Explain in detail about fashion cycles.

(v) Explain the following :

(a) Market segmentation.

(b) Product development.

(vi) Discuss in detail about the theories of clothing origin.

(vii) Elaborate on the Intangibles of fashion.

Register Number :

Name of the Candidate :

2 7 4 0

B.Sc. DEGREE EXAMINATION, 2008

(FASHION DESIGN)

(FIRST YEAR)

(PAPER - XIII)

113. BASICS OF FASHION

May] [Time : 3 Hours

Maximum : 60 Marks

SECTION – A

1. *Fill in the blanks :* *(15 × 1 = 15)*

(i) A style that is accepted and used by the majority of a group at any one time is ....

(ii) .... refers to styles or desings accepted by a limited groups of fashion leaders.

Turn over

(iii) .... is the characteristic distinctive appearance of a garment.

(iv) .... is a combined effect where two or more private parties to store goods at a central pace.

(v) .... consists of activities involved in selling directly to ultimate consumers for non-business use.

(vi) A style that remains in general fashion acceptance for an extended period of time is called ....

(vii) The fashion that sweeps popularity and quickly disappears is called ....

(viii) .... are studies that portrays potential customers.

(ix) .... divides consumers into homogeneous target segments.

(x) .... is an arrangement where by firms are given permission to produce.

(xi) .... is a company consisting of a number of subsidiary companies in related industries.

(xii) .... is the chief governing body of the institution.

(xiii) Counter and window displays are ....

(xiv) .... are called overhead cost and are costs that remain a constant.

(xv) .... and .... are theories adopted for fashion adoption.

SECTION – B

2. *Write short notes on any FIVE of the following questions :* (5 × 3 = 15)

(i) The corporation and the franchise.

(ii) Scope of fashion business.

(iii) Upward flow theory of fashion adoptation.

(iv) Stages of fashion cycle.

(v) Breaks in cycles and recurring cycles of fashion.

(vi) Basic theories of selling.

(vii) Factors affecting choice of distribution.